Our Approach: *Enhance* the Capabilities of the Web Page to Capture Without Compromise the Real Store Experience
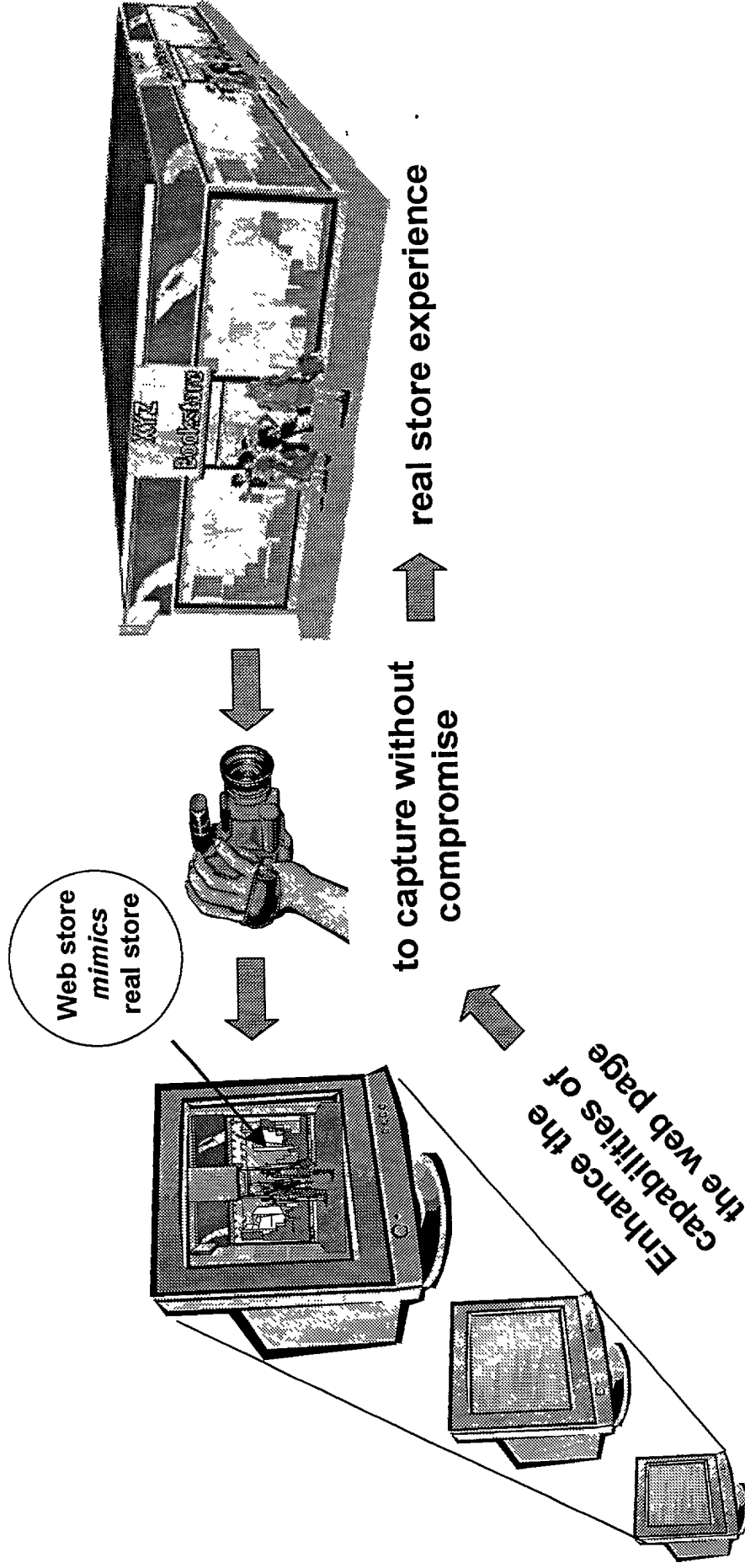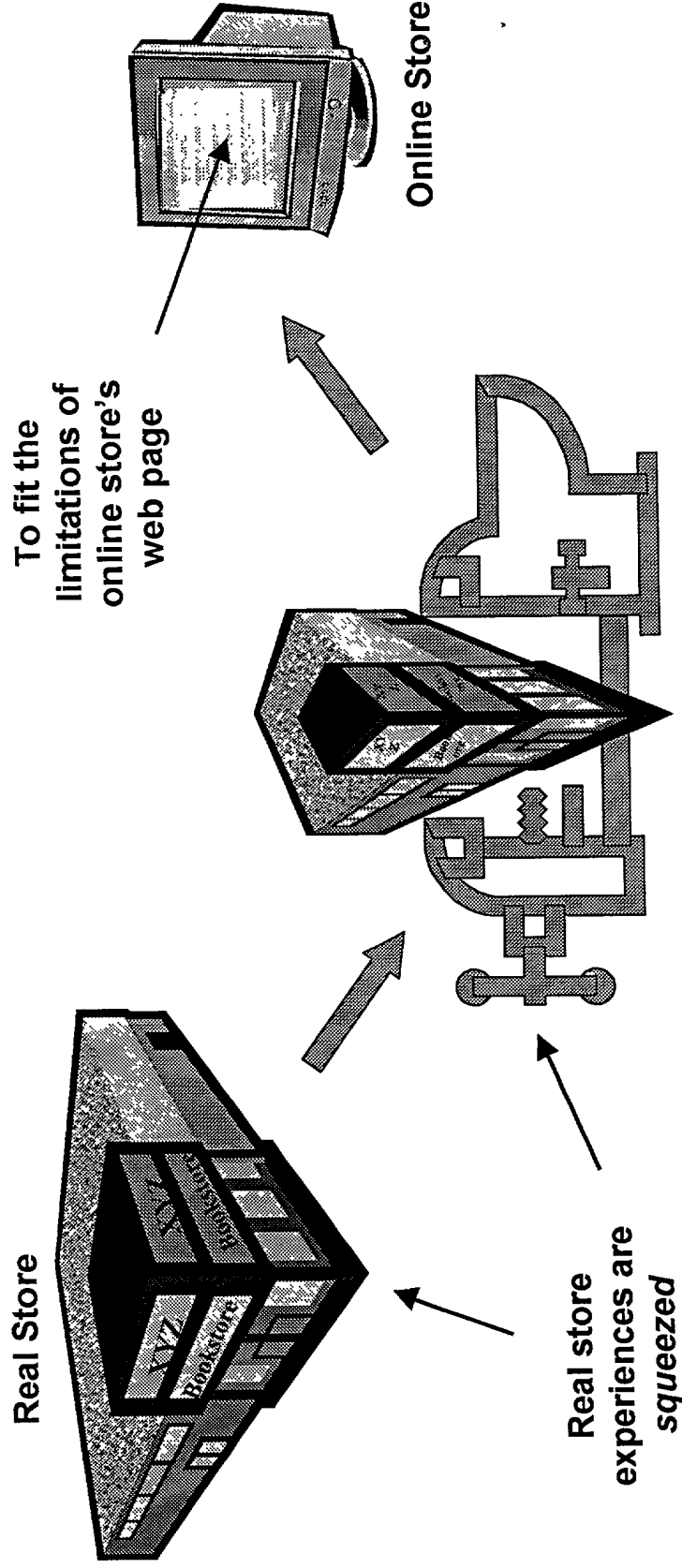

real store experience

to capture without compromise

Web store *mimics* real store

Enhance the capabilities of the web page

Illustration 1

Many Online Stores Have Been Very Successful, But Until Now....

To fit the limitations of online store's web page

Online Store

Real Store

Real store experiences are *squeezed*

... online stores *lack* real store experience and are essentially **scrolling lists of items**

Illustration 2

Two Examples of
Successful Online Stores

Online Clothing Store

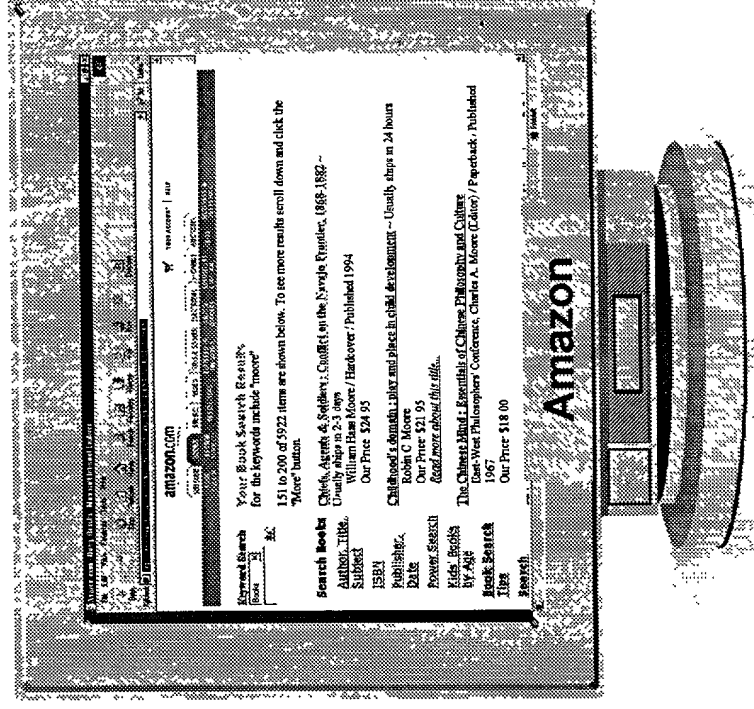Online Bookstore

Land's End

Amazon

... both are essentially scrolling lists of items

Illustration 3

Four Major Online Bookstores Today
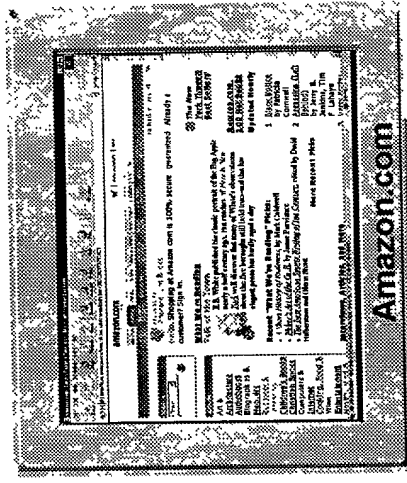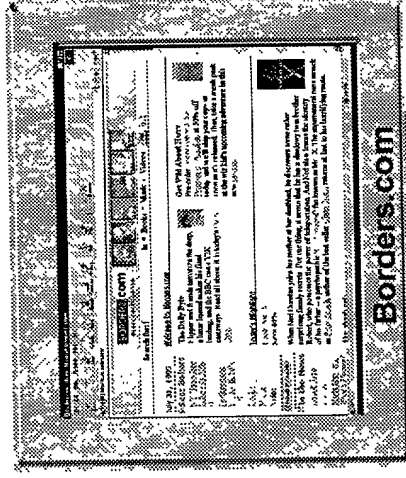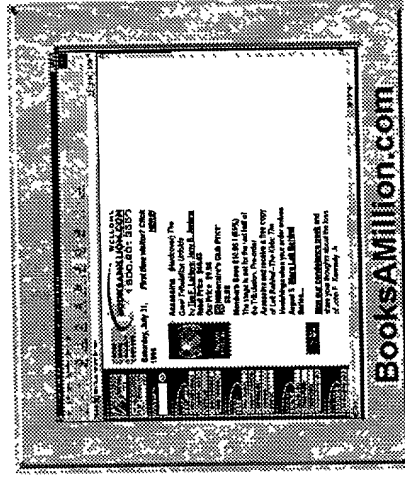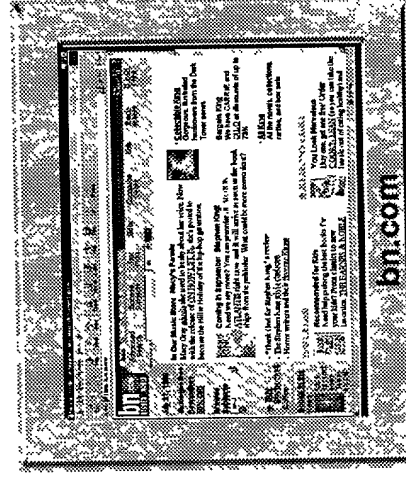
Borders

Borders.com

Barnes & Noble

bn.com

Amazon

Amazon.com

Books A Million

BooksAMillion.com

...The stores do have different features, but basically *all* are scrolling lists of books

Illustration 4

Our Approach: Capturing Real Bookstore Experience Online - Some Essential Features of a Real Bookstore Experience

Real Bookstore

Hundreds of books displayed at once in easily understandable categories and groupings

Book Displays based on *themes* (Bargains, Christmas Books etc.)

Helpful Information Desk

Ability to pick *any* book and thumb through it
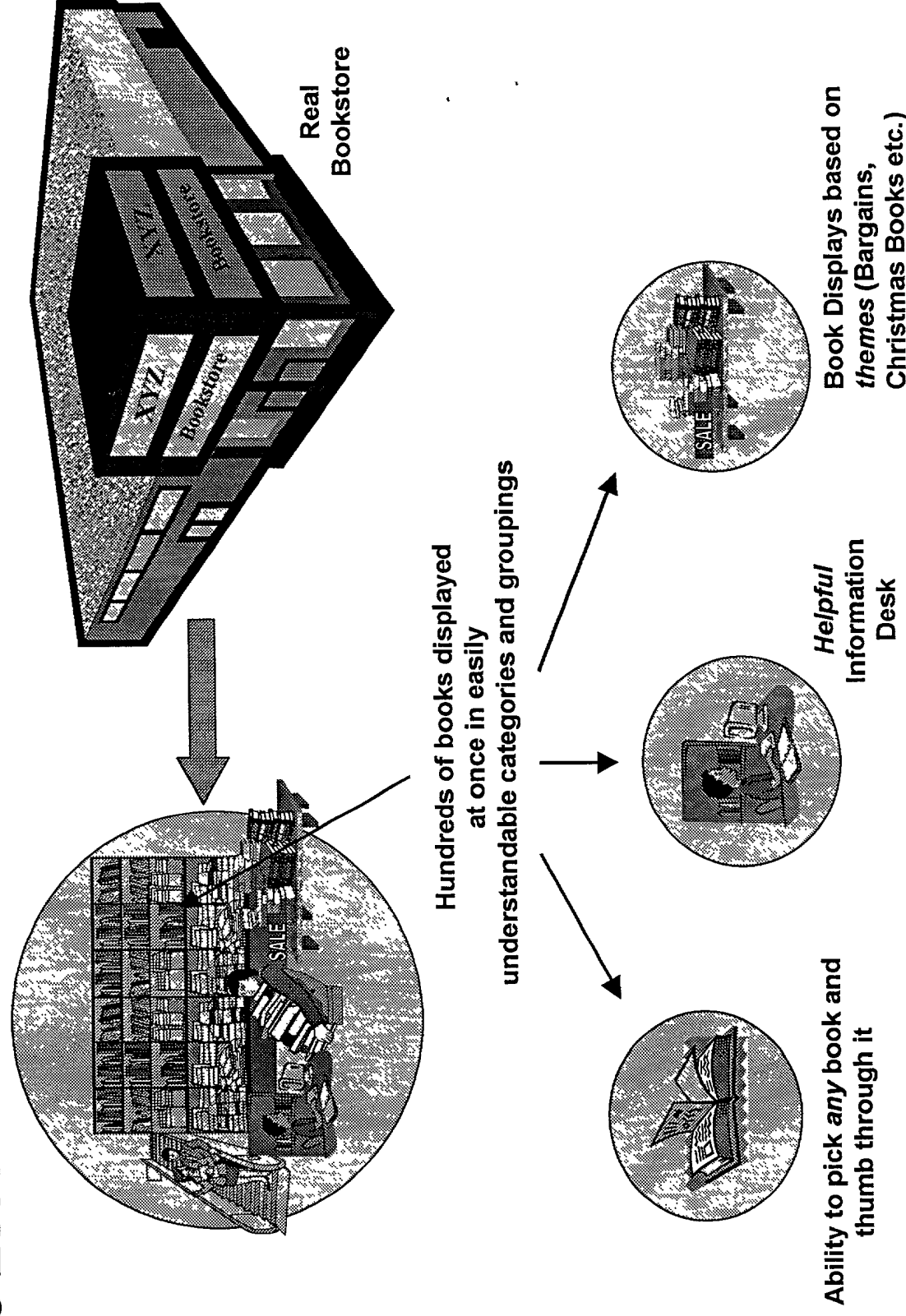
Illustration 5

Capturing Real Bookstore Experience Online – Essential Features of a *Virtual* Bookstore

Any book browsable

Theme based groupings

Hundreds of books

Ability to navigate

Helpful "Information Desk"
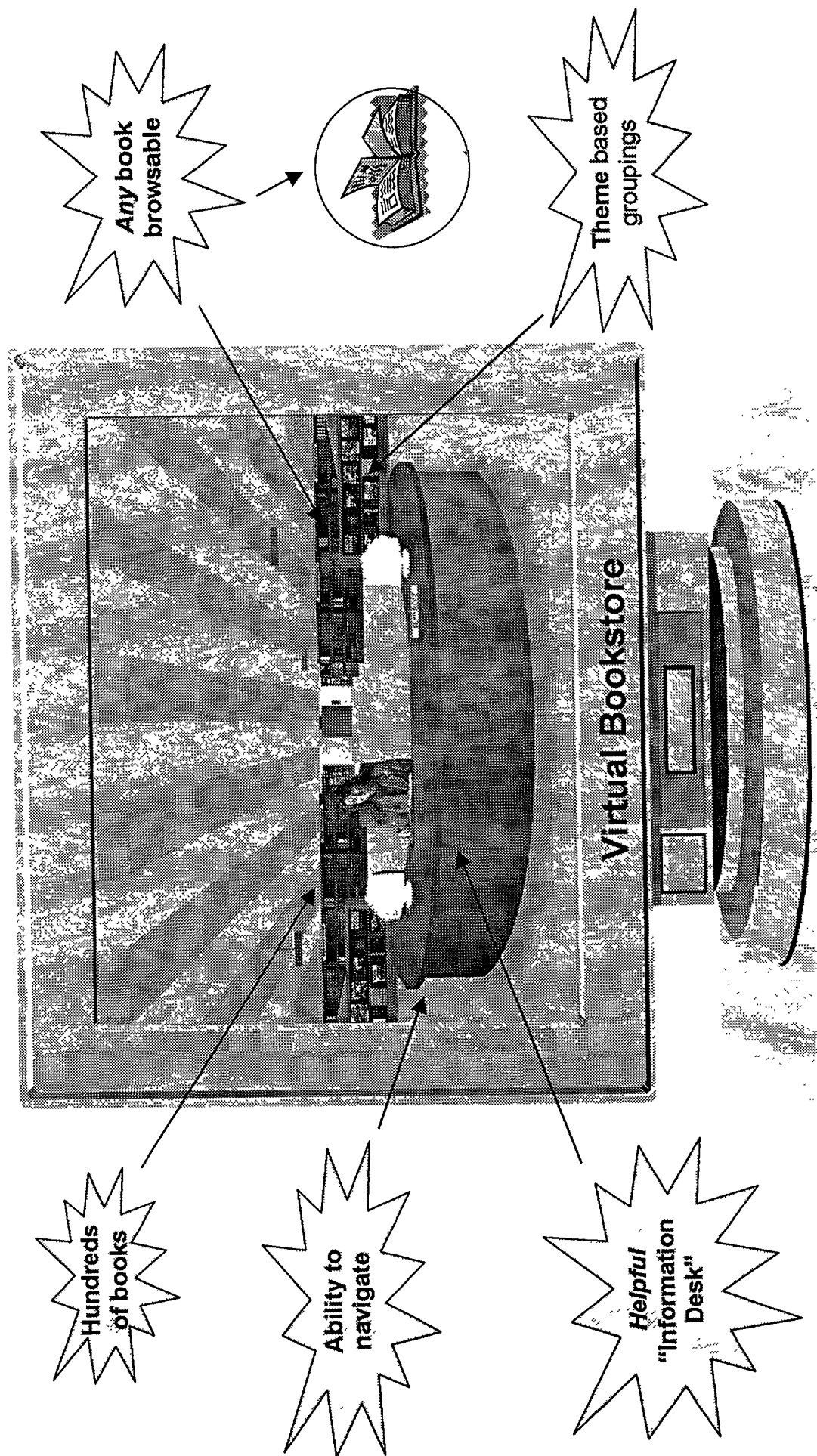
Virtual Bookstore

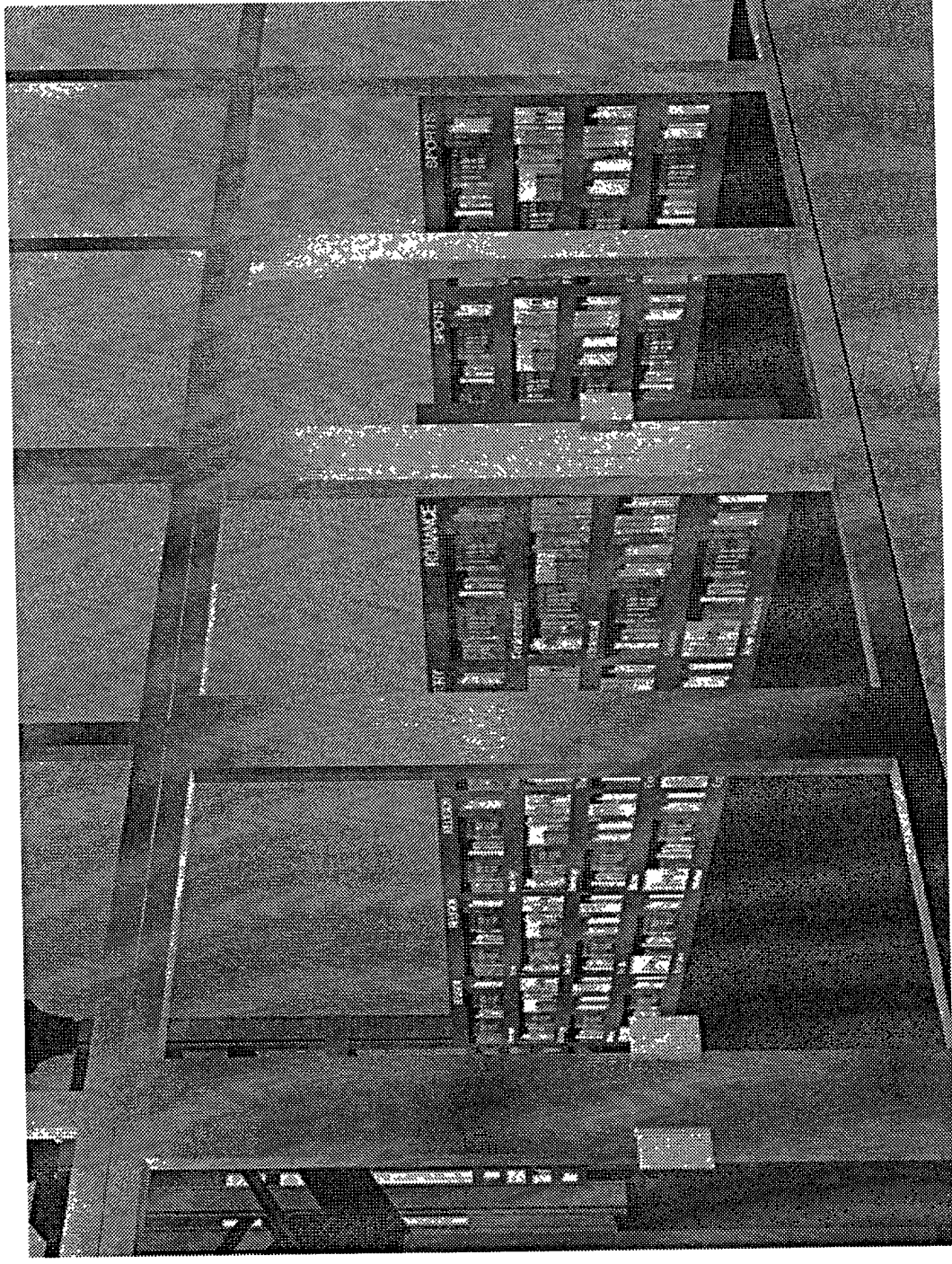Illustration 6

View of Navigable Online Store

Illustration 7

Illustrating Navigation in the Virtual Bookstore
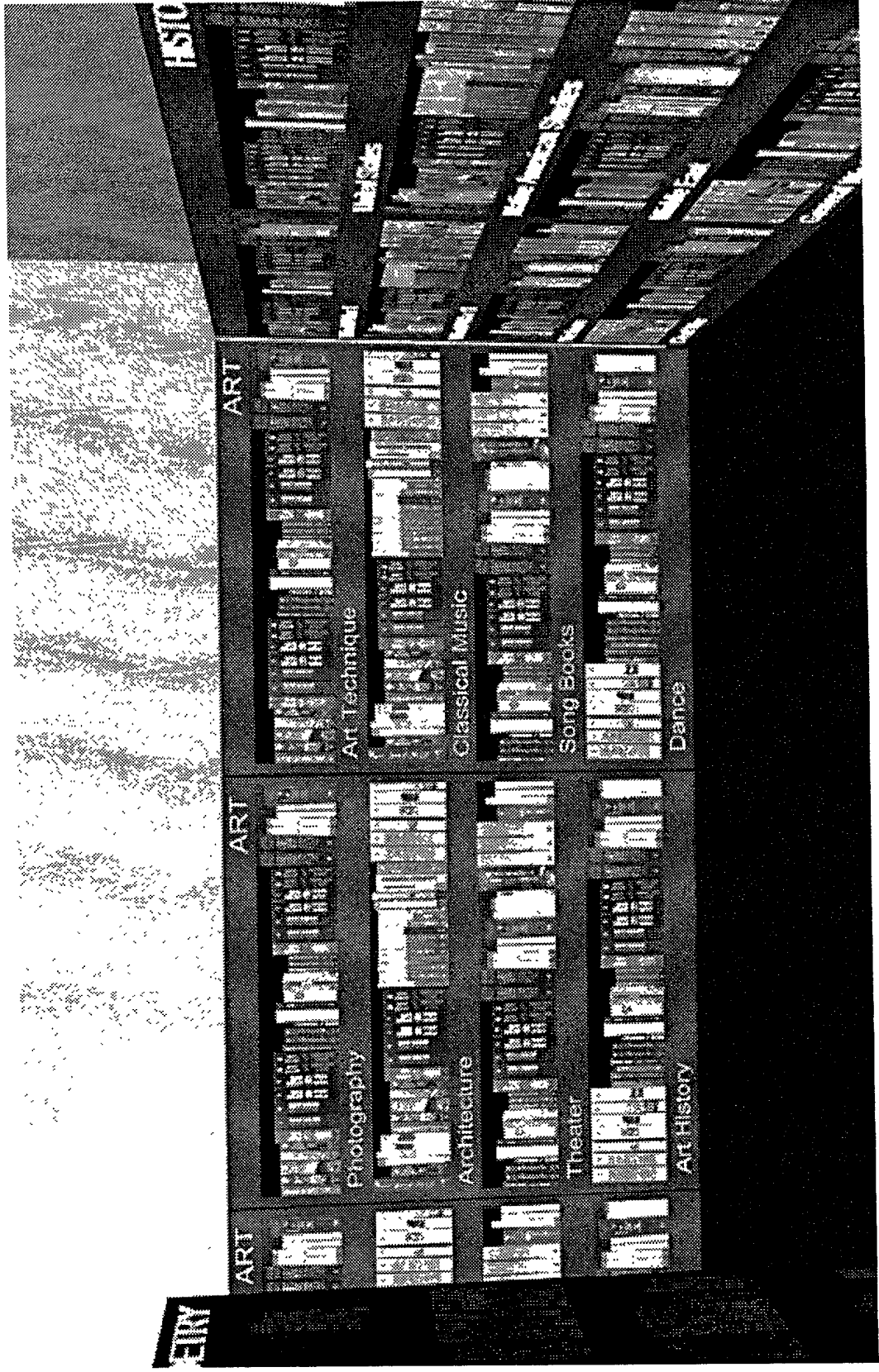

Illustration 8

Capturing Real Bookstore Experience on the Web – Illustrating Dense Display of Books

100s of books in shelves
Any book can be selected for
• Cursory examination
• Detailed browsing
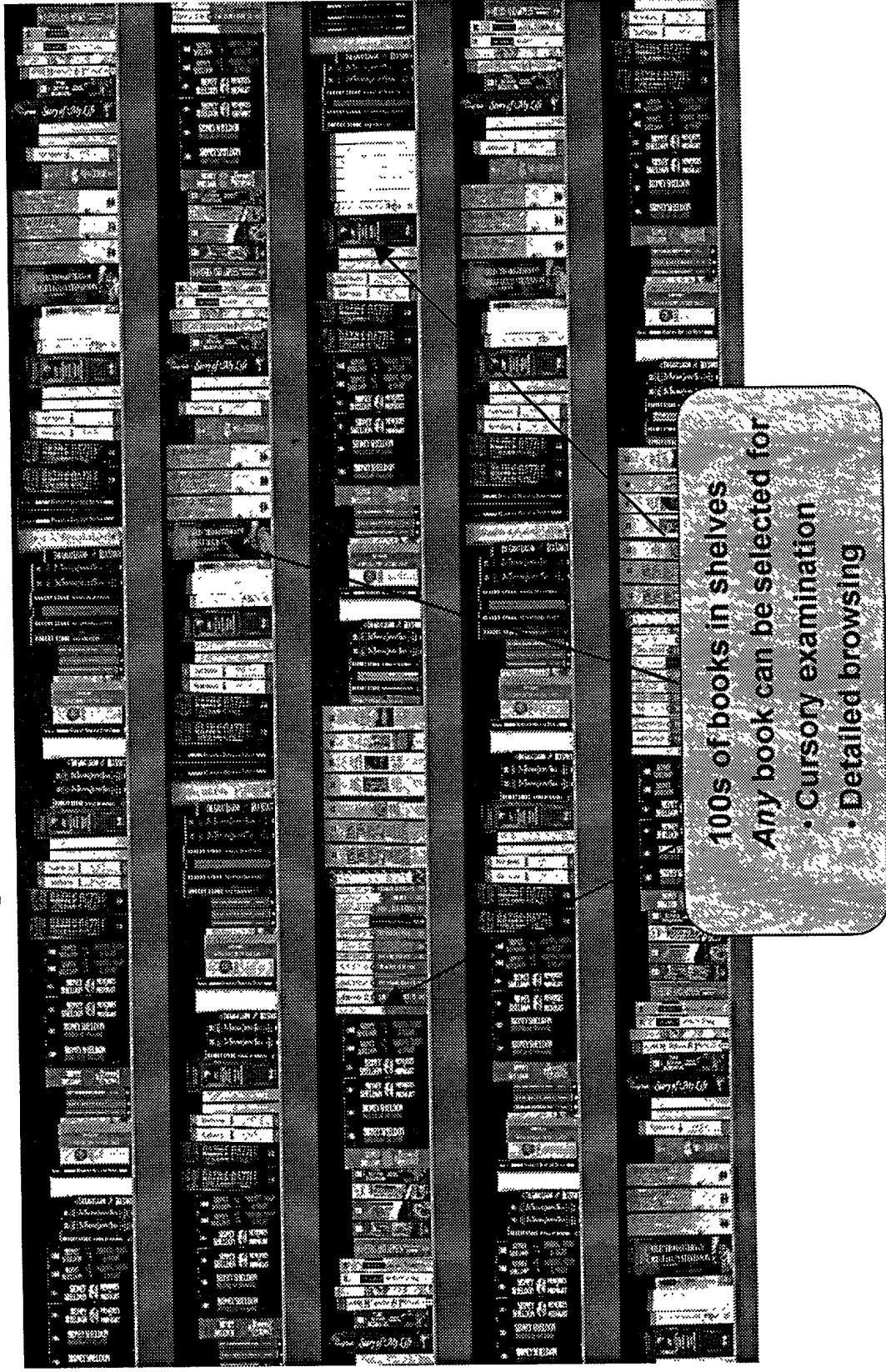
Illustration 9

Capturing Real Bookstore Experience on the Web – Cursory Examination of *Any Book*

Clicking on *any* book brings up the details for that book for cursory examination

Lincoln at Gettysburg :
The Words That Remade America
by Gary Wills

Paperback Reprint edition (August 1993)
Touchstone Books

Dimensions (in inches) 0.73 x 8.41 x 5.50

ART

Art Technique

Classical Music

Photography

Architecture

Theater

Art History

LINCOLN
Gettysburg

Illustration 10

Capturing Real Bookstore Experience on the Web – Displaying *Theme* Based Boutiques (e.g. Kennedy)

Books on Kennedy Family

Kennedy Family Books

JFK JFK JFK

Scrapbook Scrapbook Scrapbook

Prince Charming:
The John F. Kennedy Jr. Story
by Wendy Leigh
Our Price: **$14.95**

Paperback ~ 384 pages
NAL/Dutton
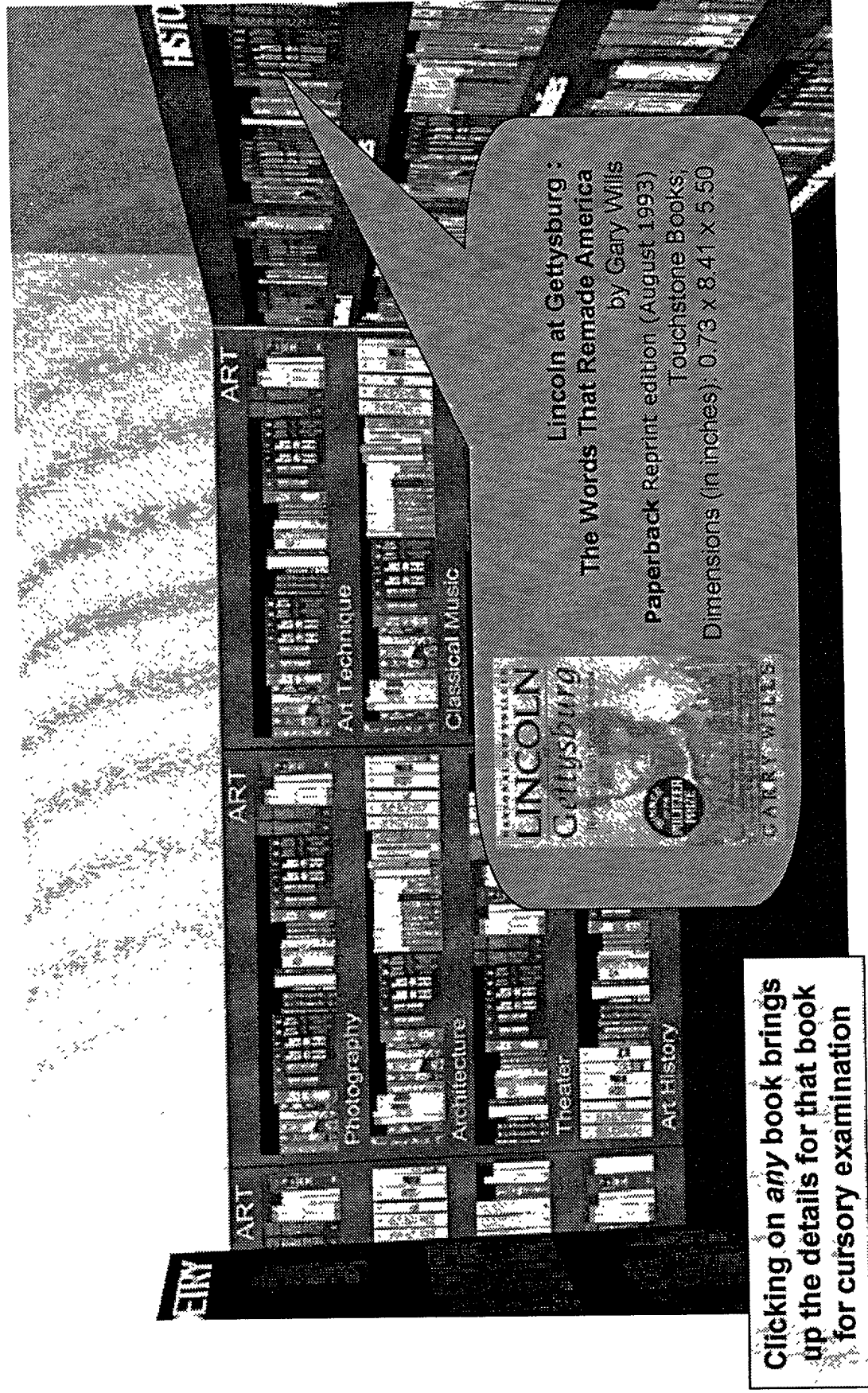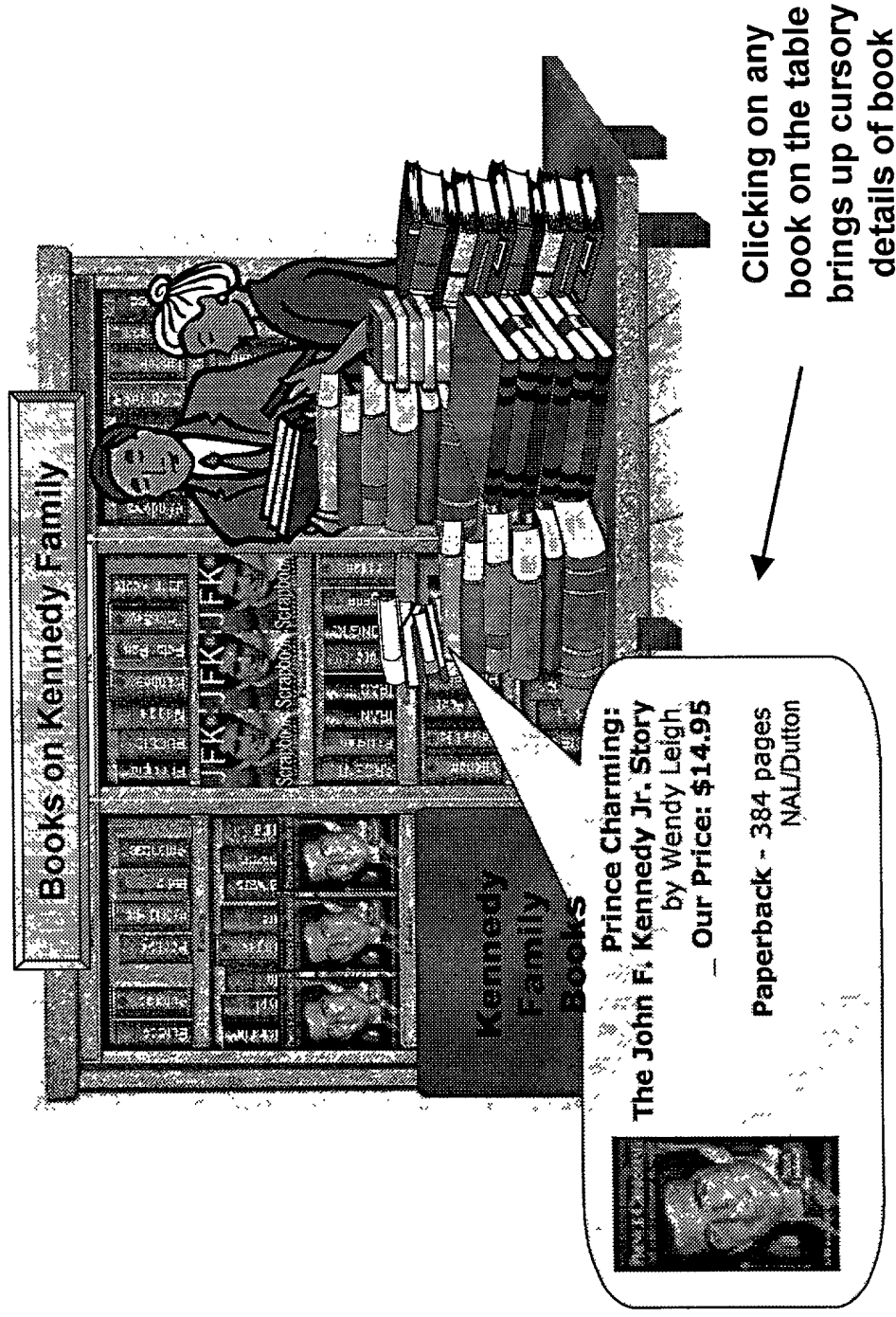
Clicking on any book on the table brings up cursory details of book

Illustration 11

Capturing Real Bookstore Experience on the Web –
Enabling Book Browsing

Any book can be selected for examining front cover, spine and back cover and thumbing through
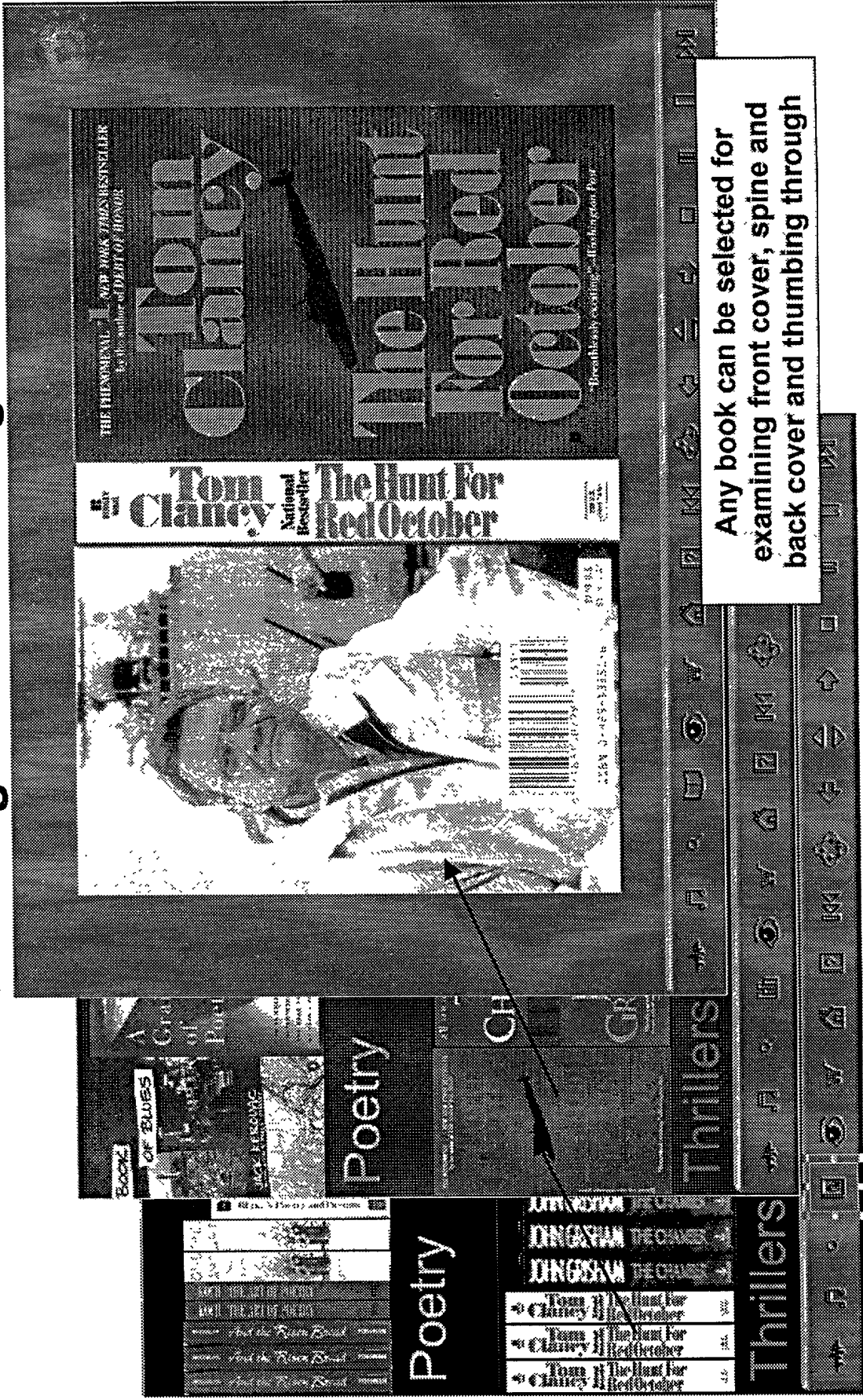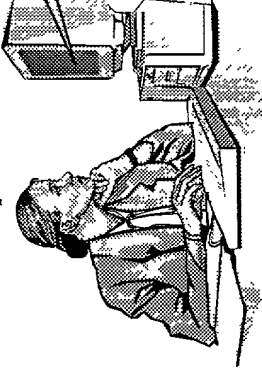
Illustration 12

Movable Lens

Illustration 13
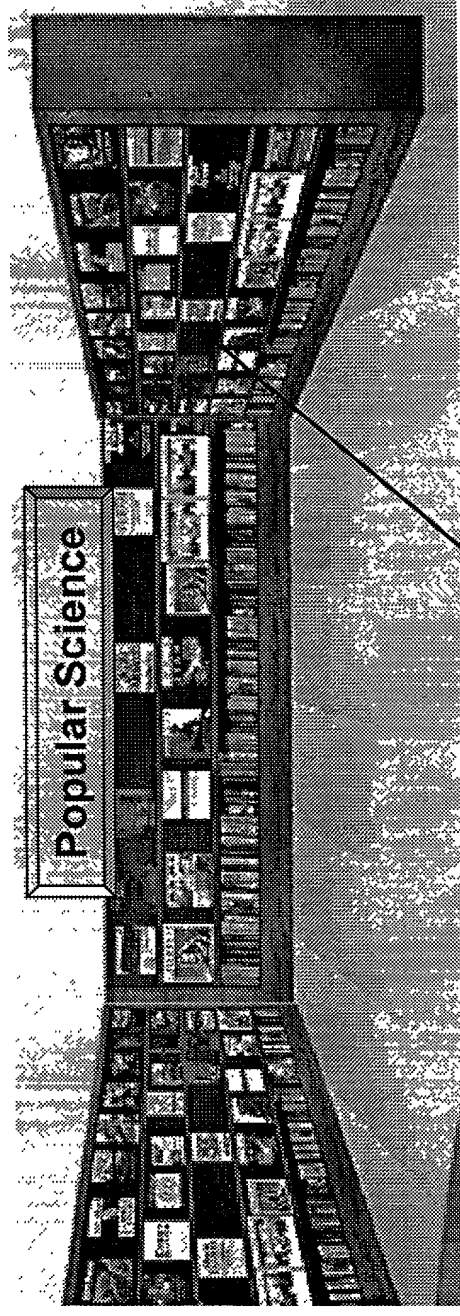
Enhanced User Experience
Book Search

Customer searches
for a specific book

I want "Einstein's Dilemma"

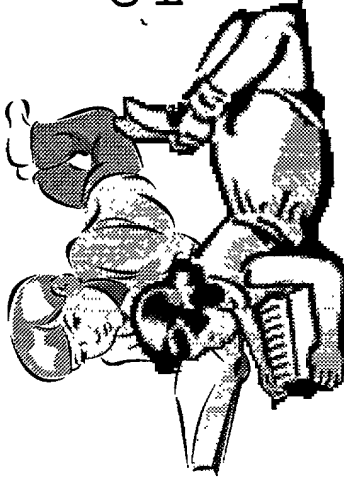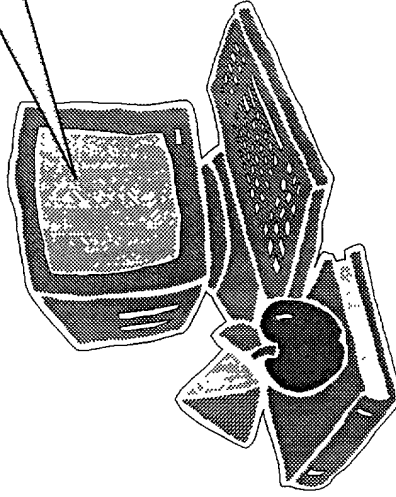If the book is not found, customer is taken to the shelf where the book would have come from

Popular Science

Einstein Books

Illustration 14

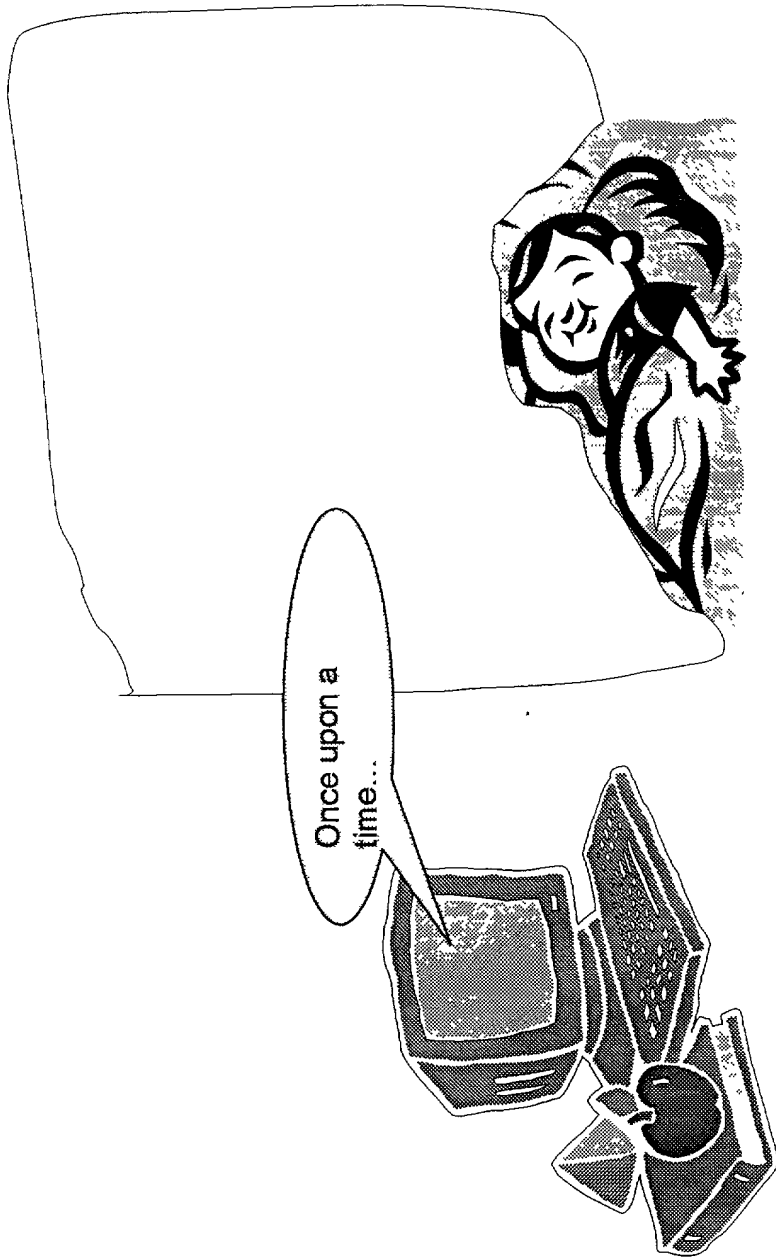# Audio Enhancement of Children's Books

Audio Branding

"Learn to Read", from
BookAlive.com...
....*Tarzan goes bananas*....

Children can thumb through
books for which audio plays

Stories with augmented sound effects

Illustration 15

Audio Enhancement of Children's Books

Once upon a time...

Children's bedtime stories

Illustration 16

Augmented Online Cookbook
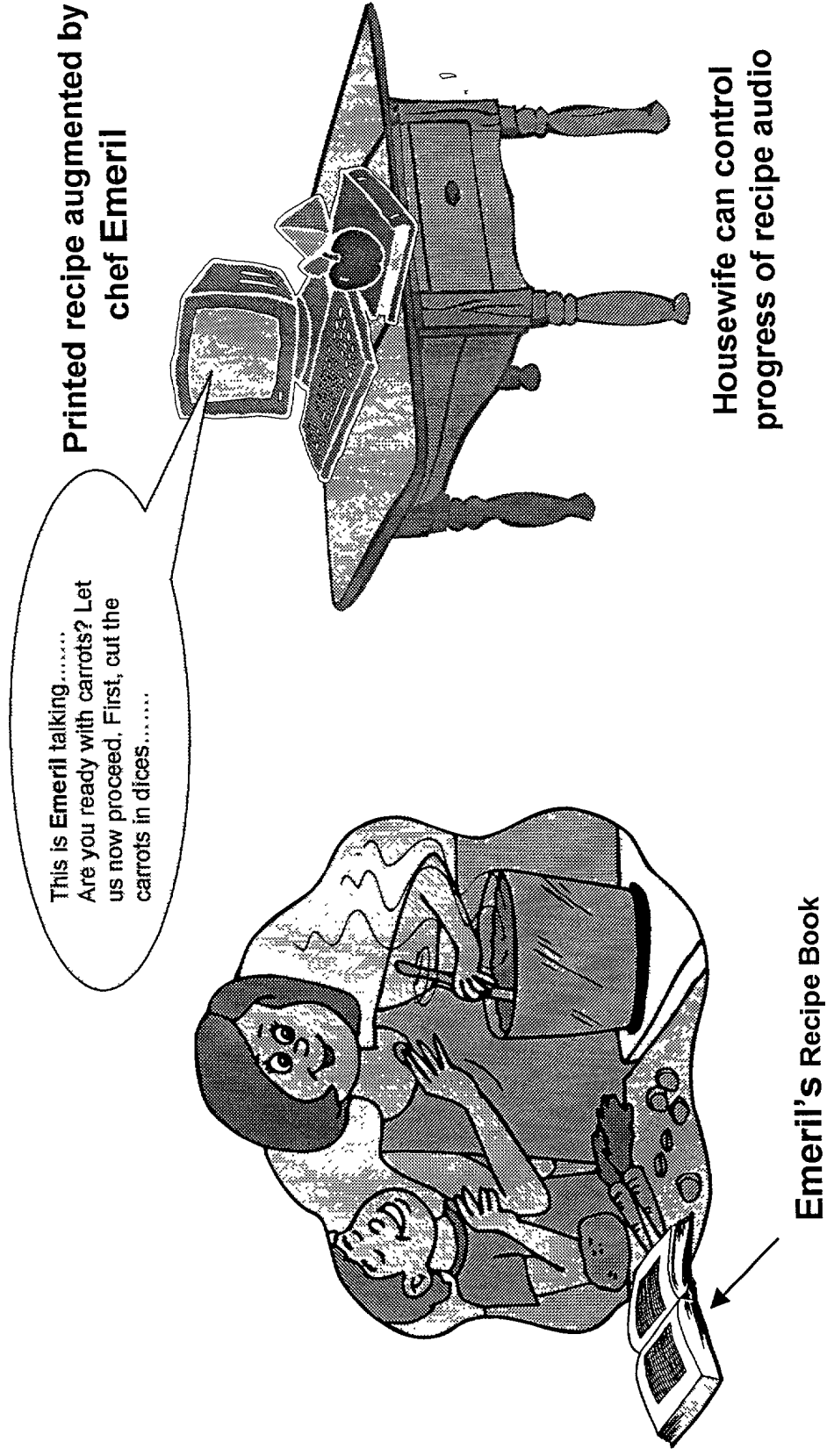
Printed recipe augmented by chef Emeril

This is Emeril talking.......
Are you ready with carrots? Let us now proceed. First, cut the carrots in dices.......

Housewife can control progress of recipe audio

Emeril's Recipe Book
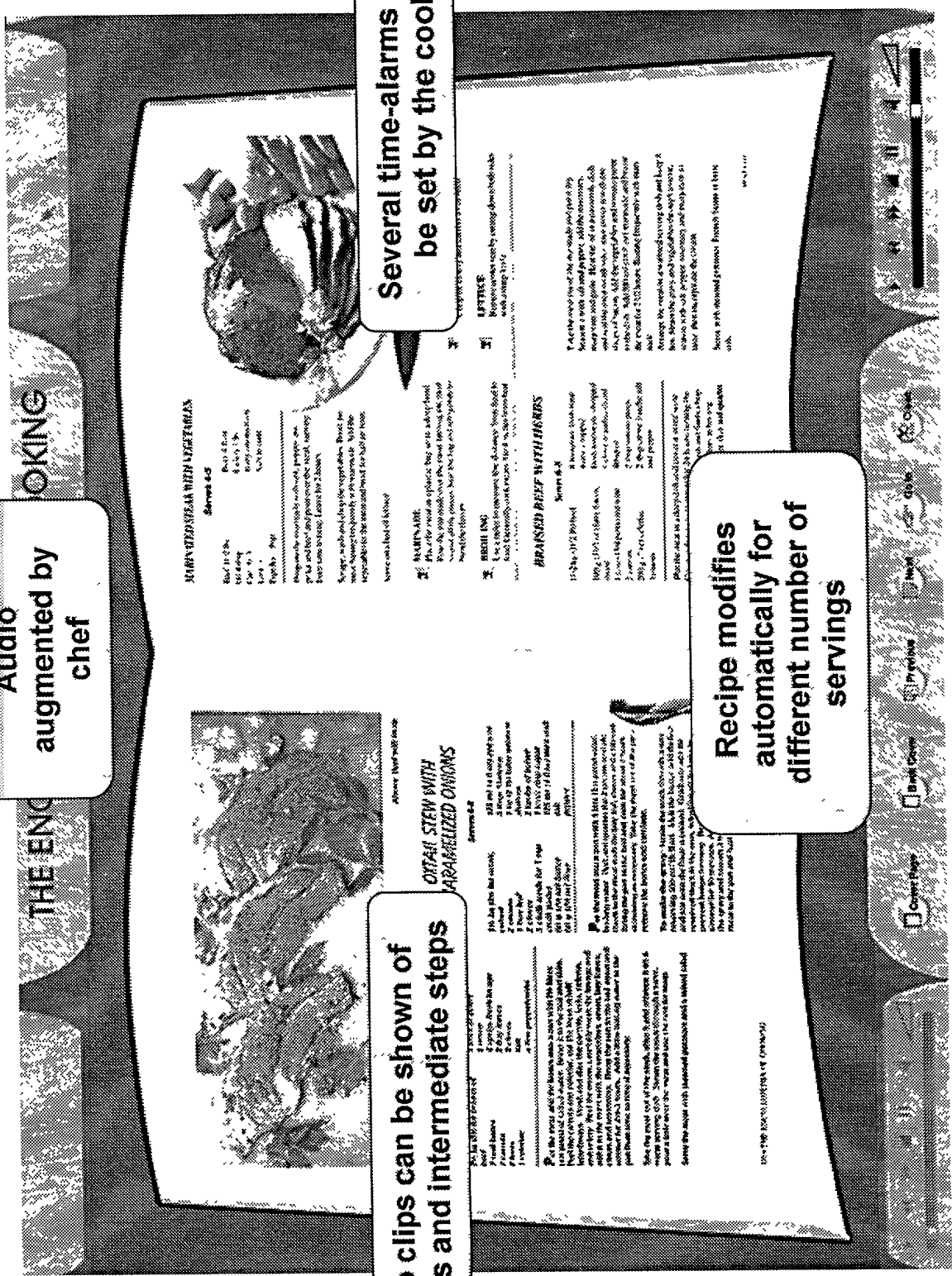
Illustration 17

Illustration 18

Listening to Books – Online and Off-line

Thank you for renting **Hunt for Red October** from **BookAlive.com.**

... Mr. Vasley walked into the dark room ....

Customer rents audio of book, listens to part of it

Welcome back to **BookAlive.com.** **We are continuing the book from page 33, paragraph 2.**

... Suddenly the room lit up, bright as day .....

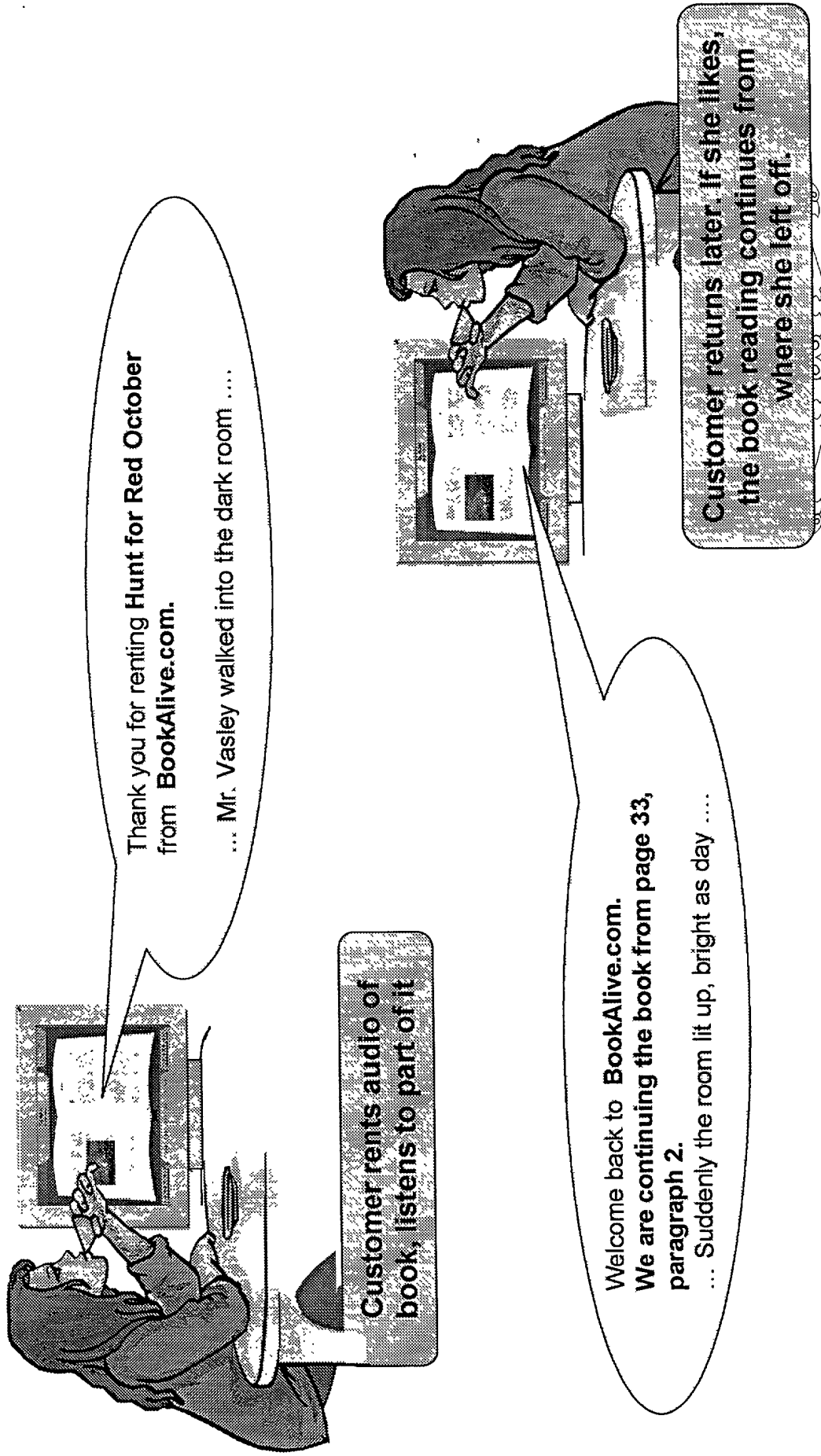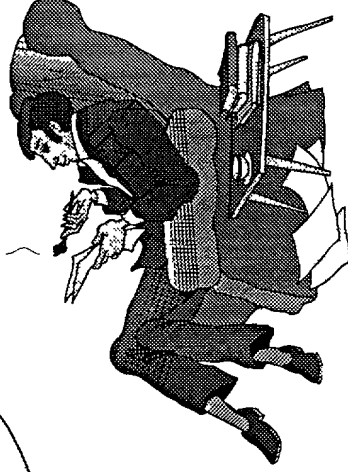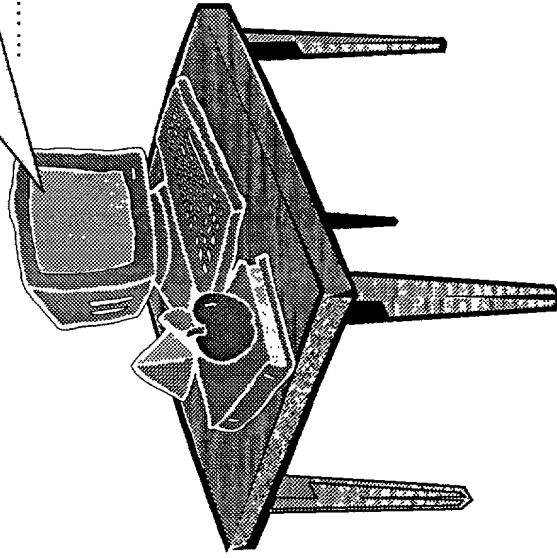**Customer returns later. If she likes, the book reading continues from where she left off.**

Illustration 19

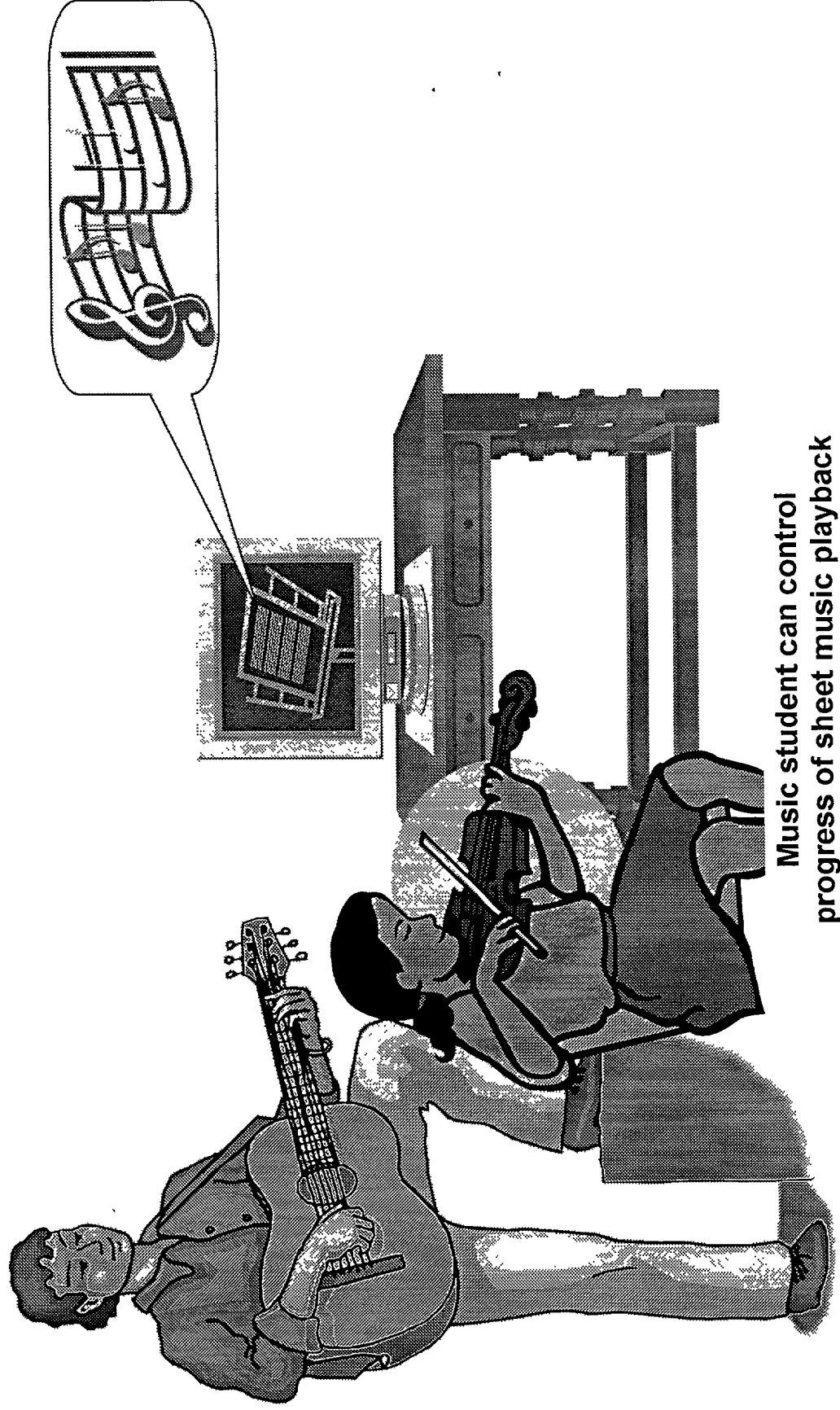# Viewer-selected Audio Program for Later Broadcast

Offline Branding

Your personalized audio brought
to you by **BookAlive.com**.
It is now 10 PM.
Tyger, tyger, burning bright
In the forests of the night
....

Personal Broadcast
7:30 pm (or thereabouts)
Crichton Jurassic Park
10:00 pm Poetry
(viewer selected)
11:00 pm Classical Music
(dealer selected)

This program
broadcasts to viewer at
his time of choice

Illustration 20

Playing Sheet Music on Demand

Music student can control
progress of sheet music playback

Illustration 21